



2nd March 2017

Advocacy Strategy Group

Draft Terms of Reference

Summary

The new EAUC Strategic Plan 2017 – 2021 commits EAUC to amplifying its voice at the societal level. Goal 2 (Advocacy) states:

We have the opportunity to support, educate and inform leaders of institutions and society about the value of sustainability and advocate for a sustainable future. We will harness our longevity and reputation alongside that of our membership base to provide us with a credible and knowledgeable voice.

Outcome 2 of the Goal tasks us to ‘*use our voice to raise the profile of post-16 education’s role in achieving sustainability, including within industry and governmental bodies.*’

With the new 2017-2021 Strategic Plan about to be launched, the EAUC intends to establish an important task and finish group to develop an Advocacy Strategy to ensure EAUC members have a loud and impactful policy development voice. This will be a participatory and inclusive process. This document sets out the key elements of the approach we plan to take.

Task and Rationale

To develop an Advocacy Strategy to steer the achievement of an impactful member voice in policy development. To inspire and enable the process of developing the Advocacy Strategy, an Advocacy Strategy Group (ASG) will be created. This ‘task and finish’ group will complete its work on Board approval is secured for the completed Advocacy Strategy

Objectives

To develop an EAUC Advocacy strategy to steer implementation and raise the profile of post-16 education’s role in achieving sustainability, including within industry and governmental bodies.’

To establish how to maximise the benefit and Member-value of the EAUC joining sustainability advocacy bodies the Aldersgate Group and the United Kingdom Stakeholders for Sustainable Development –UKSSD.

To establish a mechanism and framework to ensure EAUC identifies priority workstreams/ themes and opportunities to ensure our member's voice is heard and is effective.

To provide input to help ensure effective implementation of the new strategy.

Participants

The Advocacy Strategy Group (ASG) will include two Board members, two staff members, five members and up to two wider sector or out of sector representatives. The ASG may also co-opt additional members in line with work streams and may establish sub-groups. The review will include inputs from a variety of sources at different times of the process. EAUC staff will manage and support meeting administration and logistics.

Dates of scheduled meetings

It is envisaged the ASG will meet once in person in April/May and then meet monthly virtually.

Deadline for completion of the Draft Strategy is Autumn 2017 when the Strategy will be submitted to the EAUC Board for approval.

Governance

The ASG is to provide guidance and input to the process and are advisors to the Board. Members of the ASG are outside of any other roles they may have with the EAUC. Key decisions made by the ASG are to be made by a majority of the SWG. The Board of Trustees is the final decision makers and will sign off the final strategy and be accountable for it.

Profile

We welcome expressions of interest from you if you can offer:

- Experience and expertise pertinent to developing organisational strategy
- Experience and expertise relating to influencing government policy
- Commitment to helping build the success of the EAUC in terms of impact and influence
- Practical availability

ASG Membership will be finalised by the EAUC CEO